



PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of

Gisele BETRA

Group Art Unit: 2613

Application No.: 10/614,753

Examiner:

Filed: July 8, 2003

Docket No.: 124373

For: ATLAS INCLUDING AT LEAST ONE VIDEO SEQUENCE

**TRANSMITTAL OF SUBSTITUTE POWER OF ATTORNEY AND
STATEMENT UNDER 37 CFR § 3.73(b)**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith is a Power of Attorney from the Assignee.

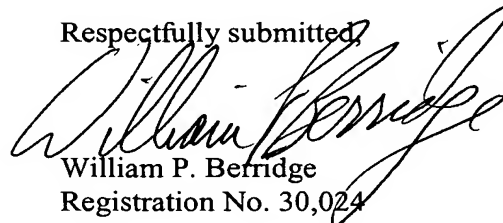
In compliance with 37 CFR §3.73(b), the undersigned hereby states that L'OREAL is the assignee of the entire right, title and interest in the patent application identified above by virtue of an assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 015025, Frame 0573.

The undersigned is authorized to act on behalf of the assignee.

In accordance with 37 CFR §1.36(a), submission of this Power of Attorney revokes any and all powers of attorney previously given.

**ALL CORRESPONDENCE IN CONNECTION WITH THIS APPLICATION SHOULD
BE SENT TO OLIFF & BERRIDGE, PLC, CUSTOMER NO. 25944, TELEPHONE
(703) 836-6400.**

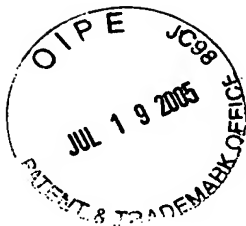
Respectfully submitted,



William P. Berridge
Registration No. 30,024

WPB:amw

Date: July 19, 2005



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**GENERAL POWER OF ATTORNEY
TO PROSECUTE APPLICATIONS BEFORE
THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Assignee Name and Address: L'OREAL
14 rue Royale
75008 Paris - France

appoints the patent practitioners associated with Oliff & Berridge, PLC Customer
Number 25944 to represent it before the United States Patent and Trademark Office in
connection with any and all U.S. patent applications assigned to the above-named assignee.

The undersigned is authorized to act on behalf of the assignee.

**ALL CORRESPONDENCE IN CONNECTION WITH THIS APPLICATION
SHOULD BE SENT TO OLIFF & BERRIDGE, PLC, CUSTOMER NO. 25944,
TELEPHONE (703) 836-6400.**

21. 08. 01
Date

Denis Boulard
Signature

Typed Name: _____

Title: _____

Denis BOULARD
Fondateur

Denis BOULARD
Fondateur